

Subject: Last Month's Annual IDA Conference & Tradeshow

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Happy Monday Everyone!

I was fortunate to attend this year's Annual International Downtown Association Conference & Tradeshow in Winnipeg, Canada. There were some great presenters and interesting sessions on assisting small business/retailers thrive, marketing techniques and data driven strategies, and promoting diversity in our BIDs.

Below is a link to the IDA's email containing lots of great information and links to the youtube videos for you to check out.

<https://mail.google.com/mail/u/0/#inbox/15f1231147cc60a7?compose=15f4a90cf5f9a896>

Rita

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